

Top Five Service Features To Increase Retention

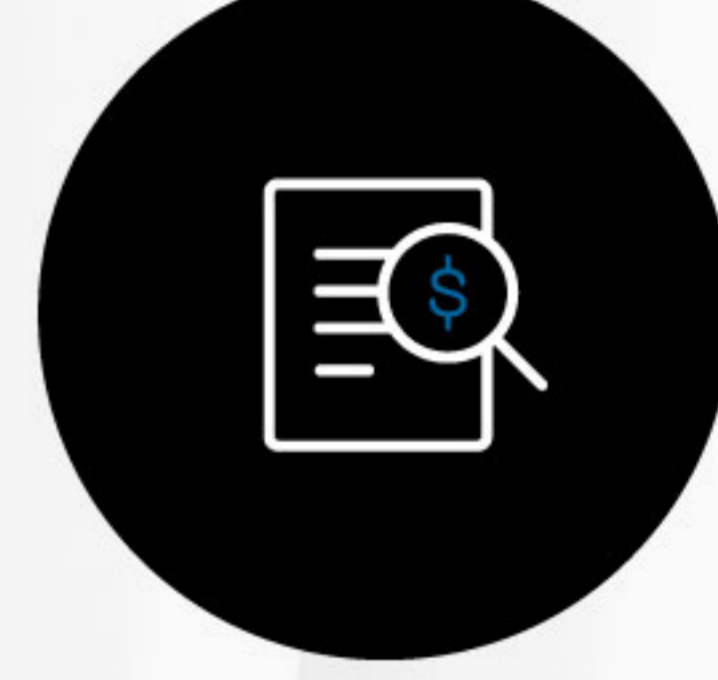
We spoke to 2,000+ dealer, independent and mobile mechanic Service customers and found the top five Service features that stood out for all respondents, regardless of age. Take advantage of each of them.



1. Transparent Service Pricing

Eliminate Surprises at Checkout

Today's shopper wants a realistic picture of the cost prior to service, as well as your guaranteed lowest price, a detailed invoice with all related fees and real-time cost updates on any repairs.



45%

LOVE IT IF OFFERED

2. Factory-Trained Technicians and Certified Parts



41%

SCORED AS A LOVE-TO-HAVE

Leverage These Huge Advantages

Having factory-trained Technicians and certified parts elevates your dealership's Service department above the competition. Promote these two assets to build customer satisfaction and retention.

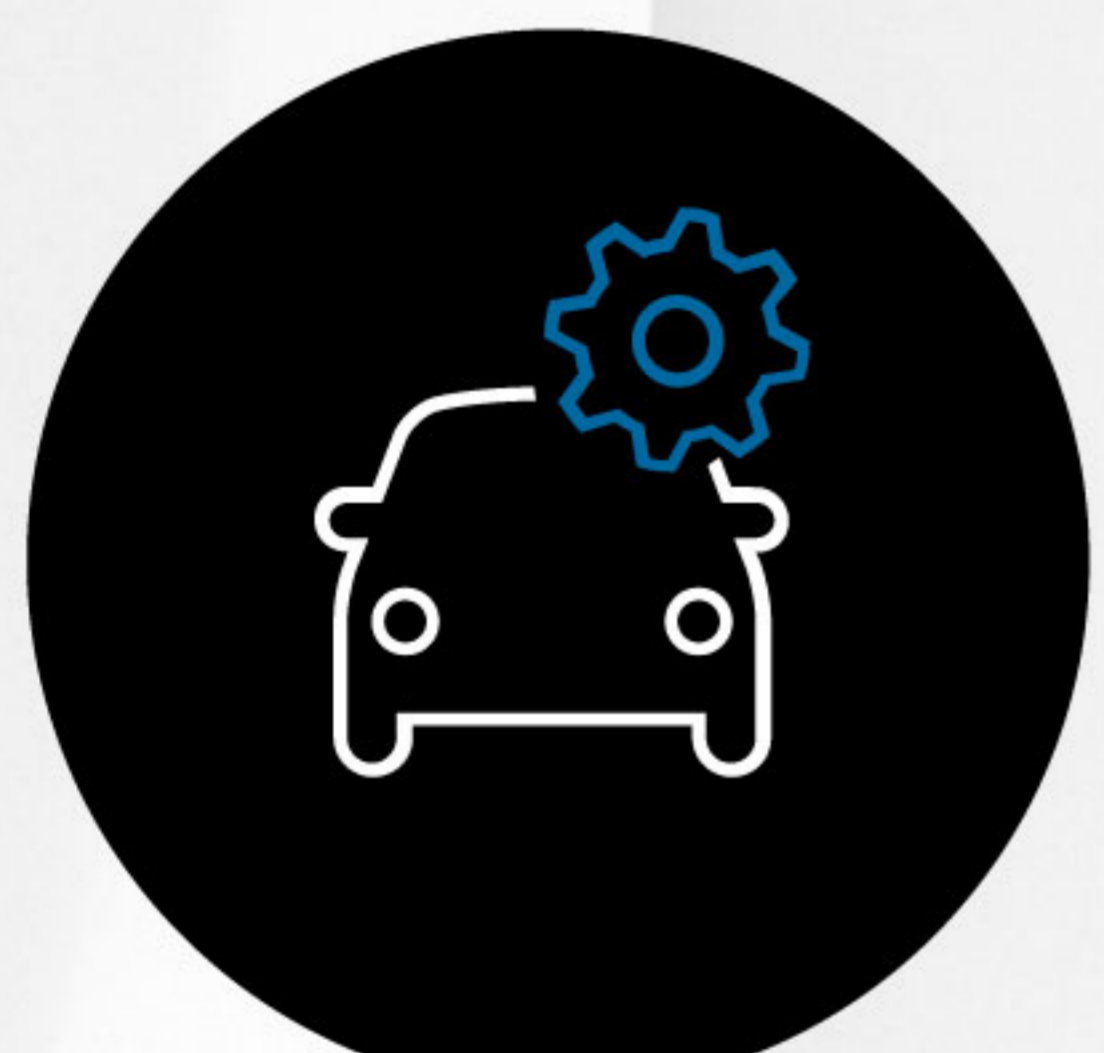
3. Real-Time Mobile Updates

Keep Customers Informed

Real-time text updates and real-time digital progress bars both found a soft spot with consumers and are becoming the norm across retail. They also drive loyalty and save you time.

47%

LOVE IT IF OFFERED



4. Personalized Offers

Build Your Relationships

Go beyond simply sending Service offers and use technology and data to proactively predict Service failures and notify customers of their vehicle's health needs.

47%

LOVE IT IF OFFERED

5. Areas Where Customers Can Be Productive

Make Waiting More Comfortable

Dealerships have realized the importance of providing comfortable workspaces for customers. This includes workstations with charging ports and semi-private areas for phone calls.



47%

LOVE IT IF OFFERED

Bring Them Back to Your Service Bays

Discover more eye-opening insights in the free e-book *Five Service Features to Invest in Now*.

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